



University of the Armed Forces ESPE

Department of Computer Science

Student: David Ernesto Cungan G.
Course: Fundamentals of Web Systems
Teacher: Ing. Edison Lascano PhD
Date: 19/06/2022

NRC: 4648

User Description

Erick is a potential client, he surfs the net looking for computer equipment, printer supplies, cell phones for resale, in his search he finds the Technology Store, where he discovers that it has everything he is looking for in one place, so he visits the different sections of the web page encountering cheap prices and quality products, he likes the home delivery service without surcharge, the payment procedure is agile since he drives a cart for the ecommerce, Erick is fascinated with the benefits of the web page being intuitive for all types of users.

Due to the aforementioned benefits, Erick shares the website with his colleagues, thus opening up the market of clients and possible potential clients, the variety of products, coupled with a good structure with a simple and concise explanation of the products offered, give a plus the way of electronic commerce.